

COWTRIBE SHEPERD APPLICATION

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Shepherd Application

Introduction

Shepherd is a cloud-based automation solution designed for institutions who are into data collection and delivery of products to the last mile . Features include community profiling, taking client records, campaigns configuration and fulfillment, revenue collection, stock and inventory tracking, real-time tracking and reporting, data export and import capabilities. It's mobile version supports both online and offline usage.

Administrators can profile communities/locations of operational areas using the comprehensive profiling form and then assign locations/communities to mobile device users for data collection. Forms can support the capture of geotagging, client image and NFC code. Shepherd automatically deploys updates to forms in real time and allows managers to assign tasks and work orders to field staff.

Users can fill out forms online or offline, and forms are automatically geotagged. Basemaps can be used from various sources such as Google Maps. Shepherd also offers integrations with solutions such as Zapier and ArcGIS Online.

Shepherd provides its services on both web base and mobile application. Native mobile apps are available for Android users and support is provided via community forums and online guides.

Recent Updates on Shepherd App

Over the years, Shepherd application has experienced a lot of improvement and upgrades. From the beginning of 2021 to date, the platform has been upgraded with services to enable users service customers and also allow field officers better with customized browsing of a product catalog, viewing farmers profile and animal information, handling orders, effective stock control and the ability to view insights and download reports

Product Scope

The scope of this project is a mobile and web-based system that supports the campaign delivery directly to clients. Display products for orders, stock inventory, and client account billing are part of this project.

The current web platform will be upgraded to enable inventory and cold chain management systems. In addition, changes to the logical and physical design of the current databases are expected. The actual implementation of a new database system is not part of this project.

The current product models includes;

- Farmer KYC
- Livestock identification

- Campaign management
- Stock Management
- Reporting

Farmer KYC model

The shepherd platform supports capturing farmers on group bases. Under this, farmer bio data such as first name, last name, contact information, age, livestock and crop data as well as transaction and the group the farmer belongs to is created using the mobile application.

This model allows users to offer delivery on a group basis by scheduling an upcoming campaign to include farmer groups. It makes delivery very convenient, efficient and cost effective. With this model farmers find it easy to mobilise themselves as well as make decisions at a quicker pace.

Livestock identification model

Livestock information is categorized into birds, small ruminants and cattle. Each of these categories are tagged to individual farmers by indicating the species, headcount, delivery status and livestock.

Campaign model

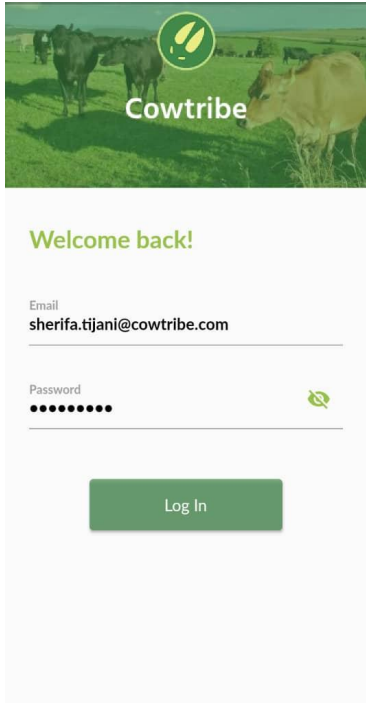
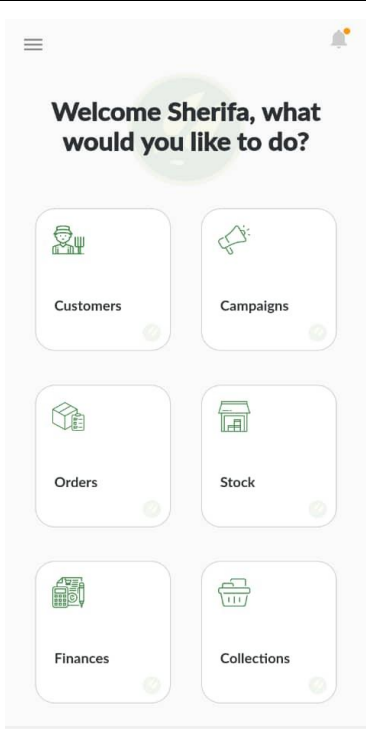
Campaigns are the usual field activities scheduled to enable field technicians deliver livestock vaccination activities to farmers at the community level. In creating a campaign for a specific delivery, a configuration is done using the shepherd web dashboard under the basic campaigns section. After a campaign is configured, farmer groups are attached to the campaign and then triggered or activated before field technicians hit the field for delivery activities.

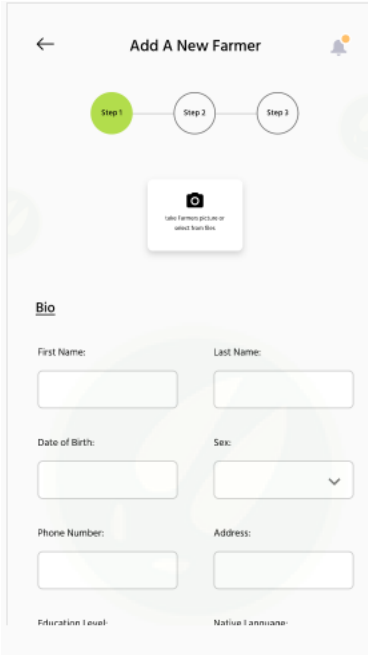
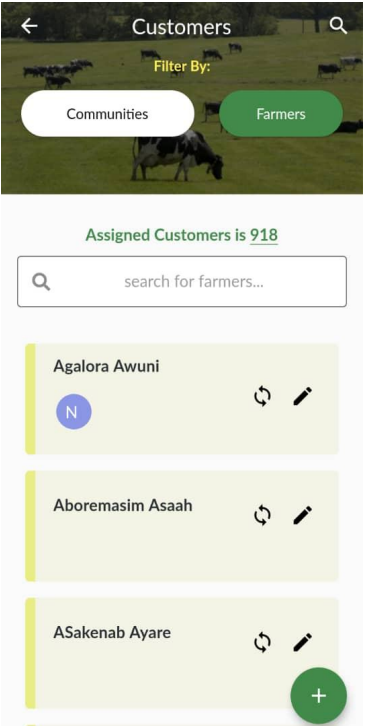
Field technicians are required to do delivery based on the campaign schedule; i.e deliveries are offered to farmers that are captured under the campaign schedule. After every successful vaccination, technicians will upload fulfillment data through the shepherd mobile application. This will go a long way to affect the delivery/fulfillment charge against the farmer's account by deducting the fulfillment fee from the farmer account balance.

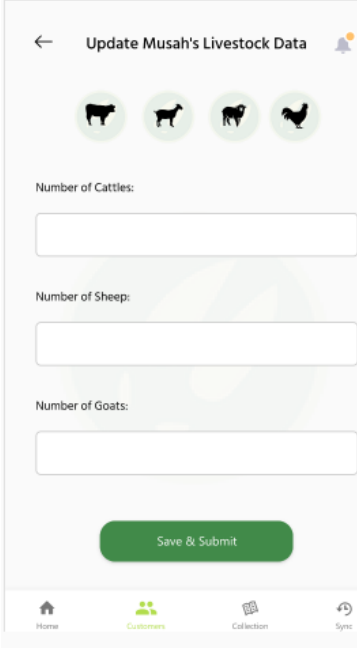
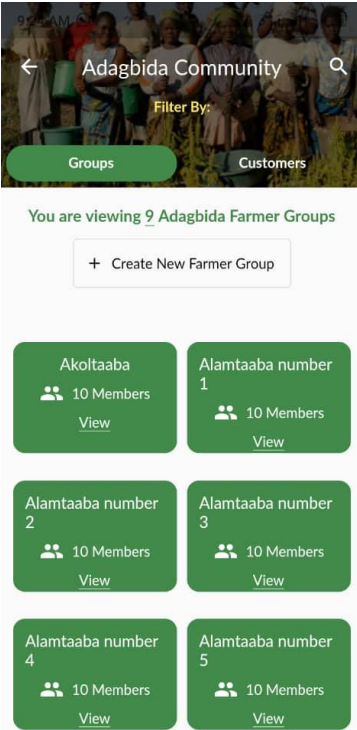
Reporting

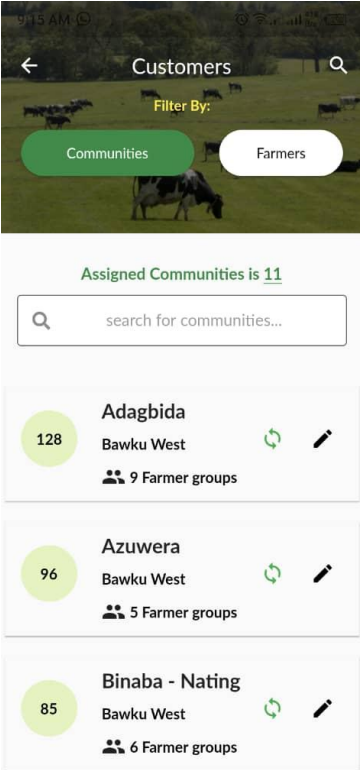
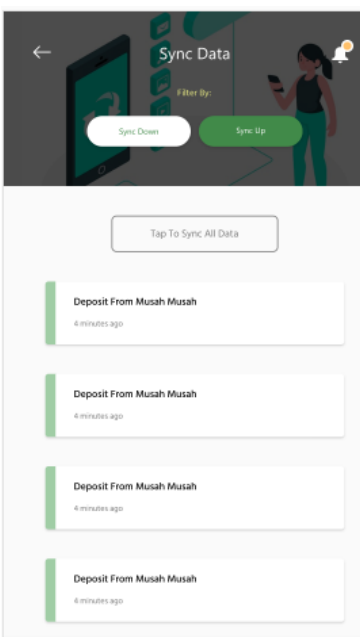
Activity reporting on farmer data including ongoing campaign progress are shown on both the mobile and web access platform. Users are able to view the quick insight summaries on business operations data at the overview tab of the web dashboard. Additionally, campaign and financial insight reports and many other reports are readily accessible on the web dashboard for users.

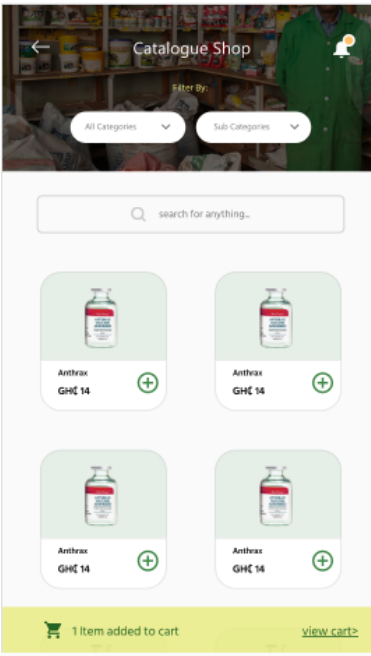
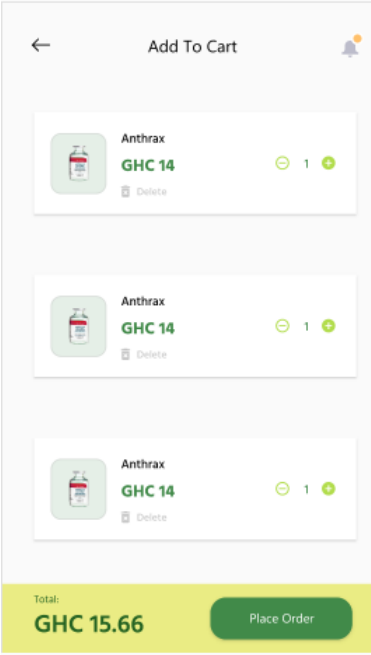
Shepherd Mobile App View

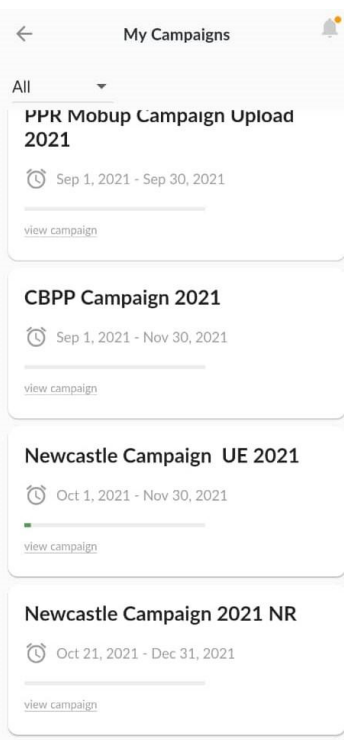

Menu	Image	Description
Login view		<p>This page allows mobile users to login to the shepherd application.</p> <p>Mobile users are set up by application administrators before they can access the application.</p> <p>Functionalities includes: password reset, sign in credential form</p>
Home Interface		<p>The home interface shows all the features that are supported by the application. Among them include;</p> <ul style="list-style-type: none"> - Customers - Campaigns - Animal tagging - Stock/Inventory - Orders - Collection etc.

Menu	Image	Description
Add new farmer		Onboarding new farmers is easier here. Farmer details such as images, bio data are captured here.
Menu	Image	Description
Customer segmentation view		All the customers that are signed up can be viewed here. Top level segmentation from Farmer Groups to Farmer Communities can be seen from here

Livestock update		<p>Easier to use interface for farmer livestock inventory count update.</p>
Menu	Image	Description
Group Segment		<p>The model of cowtribe operation is to manage farmers/customers in groups. Therefore the group segment allows field officers to create and assign farmers to a specific group of the customers choice.</p> <p>This model enables easy engagement in interaction with farmers at the lastmile.</p>

Menu	Image	Description
Communities segment		<p>The community segment view allows users to navigate through communities and be able to view community group counts.</p>
Sync Data		<p>The app is built to enable data sync in scenarios where the field agent can not easily access the internet. They can sync the data collected on the app immediately they have access to the internet</p>

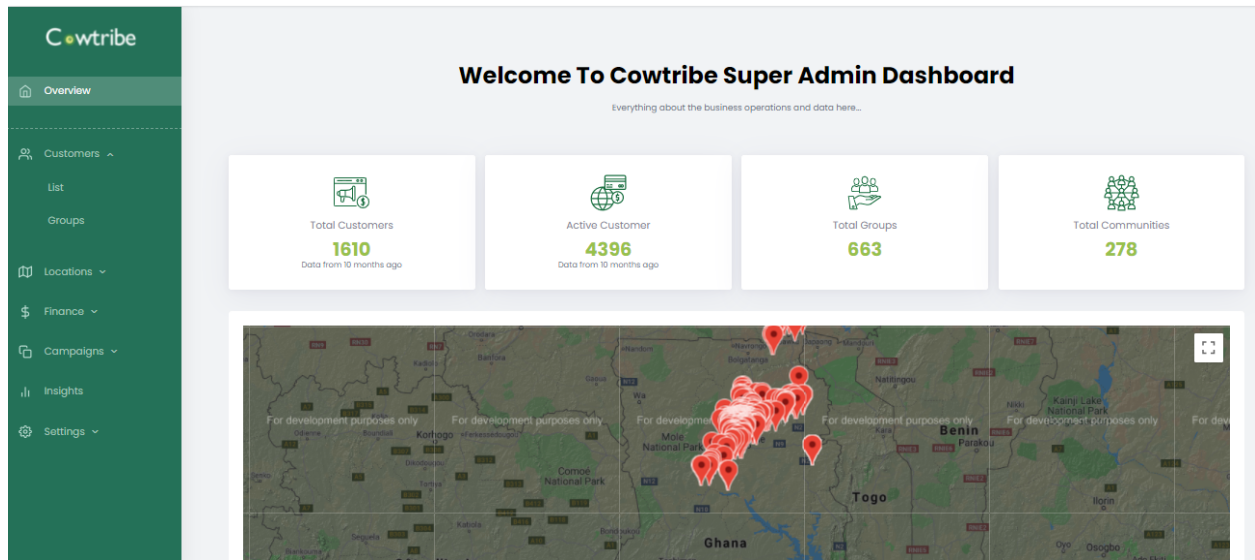
Menu	Image	Description
Product Catalogue		Users can view the different product catalogue that we have, they can place orders and checkout
Place product order		Seamless adding to cart functionality.

Menu	Image	Description
Campaigns		<p>The app has the capability to show ongoing campaigns so field agents using the app can easily access and upload delivery data with no stress.</p>
Campaign info		<p>Campaign information can be easily seen and field agents can easily record updates directly from the field as well as know the delivery insight.</p>

WEB APP:

Overview Tab

The overview interface of the shepherd web dashboard gives a brief summary of available data uploaded through the shepherd mobile app. This is shown in the screenshot below



Customer List Tab

The customer list tab displays the customer list with their brief profile, i.e first name, last name, community, district, group id, farmer id etc.

Users can select a customer to display the basic information of that customer. A sample screenshot is displayed below for your reference.

Cowtribe

Overview

Customers

List

Groups

Locations

Finance

Campaigns

Insights

Settings

My Customers


Click To Export Data


#	Group #	Farmer Type	First Name	Last Name	Community	District	Region	Balance	Active	Grouped	Subscription
		Filter F	Find in This	Find in This	Find in This Co	Find in This	upper eas		S	Se	Filter Sub
427982	299607	Cowtribe	Safia	Kolugu	Terago	Pusiga	Upper East	GHS 6.6	No	Yes	Paid
427936	248362	Cowtribe	Abeoben	Asimili	Pialoko	Pusiga	Upper East	GHS 13.2	No	Yes	Paid
427855	299145	Cowtribe	Sumaila	Avaa	Terago	Pusiga	Upper East	GHS 26.4	No	Yes	Paid
427845	299145	Cowtribe	Madi	Iddrisu	Terago	Pusiga	Upper East	GHS 33	No	Yes	Paid
427835	299145	Cowtribe	Sule	Ayaab	Terago	Pusiga	Upper East	GHS 16.5	No	Yes	Paid
427824	299145	Cowtribe	Awai	Hamidu	Terago	Pusiga	Upper East	GHS 6.6	No	Yes	Paid
427741	298638	Cowtribe	Maliya	Yakubu	Sugudi	Pusiga	Upper East	GHS 6.6	No	Yes	Paid
427730	298638	Cowtribe	Alamisi	Aleng	Sugudi	Pusiga	Upper East	GHS 26.4	No	Yes	Paid


Group Listing Tab


The group list tab shows the summary group information cards. You can also navigate into the group list table to view groups by community level.

Customer Groups


Total Groups
663


Livestock Count
62058


Number Of Acres
48922


Reach
4.54%

Group Listing

Export Data

S/N	Group Name	Community	District	Count	Leader	Leader Number	Created On	Action
	Find In This Column	Find In This Column	bawku		Find In This Column			
304151	Abelsurn	Gore	Bawku West	16	Abugba Azumah	0248045244	2021-01-29	Select

Locations Tab:

This interface displaces community level information. It gives detailed information on the customers as well as groups in each community.

Cowtribe

Overview

Customers

Locations

List

Districts

Regions

Countries

Finance

Campaigns

Insights

Settings

Locations

Click To Add Location

Community Listing

Export Data

Community	District	Assigned Agent	Total Customers	Active Customers	Group Count	Action
Find In This Column	Find In This Column	Find In This Column				
Gore	Bawku West	Sherifa Tijani	185	185		Select
Adagbida	Bawku West	Sherifa Tijani	126	128		Select
Zuobuliga	Pusiga	Latifa Salifu	119	122		Select
Dabla	Pusiga	Latifa Salifu	116	116		Select
Pusiga Natinga	Pusiga	Latifa Salifu	112	120		Select

Campaigns Listing Tab

Campaigns tab provide information about ongoing campaigns either basic (Vaccine delivery) or Enhance campaign (input delivery). Users are able to schedule and deploy campaigns for field teams to administer deliveries. Also, campaign information can be exported for reporting purposes.

Cowtribe

Overview

Customers ^

List

Groups

Locations v

Finance v

Campaigns ^

Listing

Service Provider

Campaigns

Add Campaign

Basic Campaign

Enhanced Campaign

Name	Fee	Discount	Subsidy	Service Provider	Start Date	End Date	Cutoff Date	Status
NewCastle Campaign - Feb 2021	GHC 0.5	0%	GHC 0	Cowtribe	2021-03-01	2021-04-29	2021-02-23	
PPR Campaign April 2021	GHC 3.3	0%	GHC 0	Cowtribe	2021-05-31	2021-06-29	2021-03-01	
Happy Farmer Wk7	GHC 0	0%	GHC 0	Cowtribe	2021-03-01	2021-03-31	2021-02-01	
Happy Farmer Campaign-CWF-Zebila	GHC 0	0%	GHC 0	Cowtribe	2021-05-31	2021-06-29	2021-02-01	
Happy Farmer Wk5	GHC 0	0%	GHC 0	Cowtribe	2021-02-18	2021-02-28	2020-12-28	